

Appl. No. 09/801,195
Amdt. dated , 2004
Reply of Office Action of February 2, 2004

REMARKS/ARGUMENTS

Claims 20-26 and 28-38 are pending in this application with claims 20 and 32 being amended and claim 34 being canceled by this response.

Claim 20 was rejected under 35 USC 102(b) as anticipated by Emile, Jr., US 4,367,467 on the grounds set forth in the Office Action.

Claims 21-26 and 28-38 were rejected under 35 USC 103(a) as unpatentable over Emile, Jr., US 4,367,467 for the reasons stated in the Office Action.

Claim 20 is amended to set forth clearly a distinction between the present invention and the teaching of Emile, thereby to overcome the rejections under 35 USC 102 and 103 and to obtain allowable subject matter.

The end of claim 20 is amended to recite a feature wherein the housing with the first and the second hook elements constitute a single plastic injection molded component, the first and the second hook elements extending toward each other along a surface of the liquid crystal cell. The single component is clearly defined and can not be product of a mounting process, wherein the various elements are put together. Furthermore, the structure is distinguishable from the housing component of Emile with the clips 72 (discussed by the Examiner, middle of page 4 of the Office Action) because the present first and second hook elements

are said to extend toward each other while the hook elements 72 of Emile extend parallel to each other and perpendicular to a viewing surface of the Emile LCD (liquid crystal display).

Claim 34 is canceled in view of the inclusion of its subject matter in claim 20.

The following argument presents an inventive step of the present invention with respect to Emile.

The device suggested by Emile has several disadvantages and problems solved by the present invention. The present invention teaches use of one single injection molded component as a housing including a holder for the display. The device presented by Emile splits the housing, according to the Emile teaching, into different parts, which leads to the disadvantage of a necessity for higher accuracy of parts, such as a frame, which guides the conductive rubber and a clamp holder. This disadvantage in Emile is due to the fact, that the frame holder positions the LCD in the frame, which guides the conductive rubber.

Therefore, the Emile clamp holder must be adjusted to the tolerance of the conductive rubber guided by the frame and vice versa. Moreover the parts must be adjusted to the tolerance of the printed circuit board, the conductive rubber and the LCD-Display. To cope with all these requirements, the frame element guiding the conductive rubber and the clamp holder must be manufactured very precisely, at least one tolerance - more precisely than the housing according to the present invention. In the matter of contacting a display, accuracy is a very important and costly point, since a high number of contacts are positioned in a close neighborhood.


The present invention provides the advantage that not only storing costs and mounting complexity are reduced, but also the necessary accuracy of the injection molded single component housing is significantly reduced, which leads to much lower production costs, especially to a lower rate of part-rejections. The display device according to the present invention combines low production costs, a lowered number of components, a higher stability and very precise contacting of the LCD-Display with a convenient way of mounting.

In the event there are further issues remaining the Examiner is respectfully requested to telephone attorney to reach agreement to expedite issuance of this application.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Since the present claims set forth the present invention patentably and distinctly, and are not taught by the cited art either taken alone or in combination, this amendment is believed to place this case in condition for allowance and the Examiner is respectfully requested to reconsider the matter, enter this amendment, and to allow all of the claims in this case.


Respectfully submitted,
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CERTIFICATE OF MAILING UNDER 37 CFR SECTION 1.8(a)

I hereby certify that the accompanying Amendment Upon Final Rejection is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450, on April 12, 2004.

Dated: April 12, 2004.


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